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(71)Applicant : **AT & T CORP**

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(54) METHOD, SYSTEM AND DEVICE FOR COMMUNICATION

(57)Abstract:

PURPOSE: To facilitate access to an advertised service by acquiring the telephone number data of a service provided in television-based home shopping and providing a function for dialing a telephone number corresponding to these data.

CONSTITUTION: Data representing the telephone number of a service provider 26 are sent via a communication network 24 for transmitting video signals. These data are captured by a set top box 16 in a video system 11 of a viewer. Then, the service provider can be accessed by sending a signal, so as to dial the acquired telephone number to the set top box by the viewer, and a telephone conversation from the viewer to the service provider is started.

